

Please amend the application as follows:

✓  
In the Claims

✓ /  
Please add new Claims 6-12.

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- B
6. (New) A method for charging for advertising on the Web, comprising:
    - tracking access history, including a link sequence through which a document is accessed;
    - determining, based on the access history, link traversals from a first document to a second document;
    - determining a number of such determined link traversals leading from the first document to the second document; and
    - charging for advertising based on the number of link traversals to the second document.
  7. (New) The method of Claim 6, wherein a link traversal is determined responsive to two entries in the access history, a first entry corresponding to a request from a given user for the first document and a second entry corresponding to a request from the given user for the second document.
  8. (New) The method of Claim 6, wherein the first document is an advertising page and the second document is a product page.
  9. (New) The method of Claim 6, further comprising:
    - counting the number of sales resulting from a traversed path which includes the advertising page, wherein charging for advertising is based on the number of said sales.
  10. (New) The method of Claim 6, further comprising: